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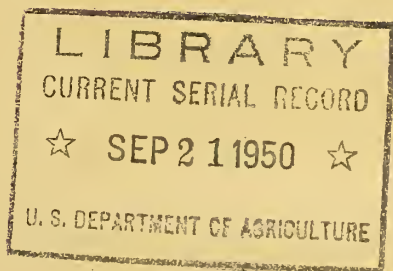
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✓ CONSUMER PURCHASES OF SELECTED FRESH FRUITS,

CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

MARCH 1950



United States Department of Agriculture

✓ Bureau of Agricultural Economics
and

✓ Fruit and Vegetable Branch

✓ Production and Marketing Administration

Washington, D. C.

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FOREWORD

This report presents data on consumer purchases during March 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

MARCH 1950

The data presented in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Household consumers in March paid an average of 1.3 cents more per 6-ounce can for frozen concentrated orange juice than in February bringing the average price to 27.7 cents. The average price per 6-ounce can has increased 4 cents since December 1949 and is only slightly below August 1949, when the price was 28.0 cents. Total household purchases remained about the same at 1,098,000 gallons. Purchases of frozen concentrated grape juice for household use increased from 65,000 gallons to 84,000 gallons during March and purchases of other frozen juices were up from 45,000 gallons to a total of 69,000 gallons.

During March 1950, average prices paid for both canned single strength orange juice and grapefruit juice increased about 2 cents per 46-ounce can over February. Purchases of canned single strength citrus juices for household use were down 124,000 cases (equivalent No. 2 cans) from the February levels. The average price paid for canned single strength orange juice is up 35 percent over March 1949 and the price of grapefruit juice is up 75 percent. Total household purchases of canned orange juice are down 667,000 cases from March 1949, to 1,570,000 cases in March 1950, while canned grapefruit juice purchases are down 653,000 cases to 723,000 cases.

The average price for pineapple juice during March remained about the same as in February 1950, but was slightly below the average price paid for canned orange juice. Household purchases of pineapple juice during March increased approximately 100,000 cases to 1,027,000 cases (equivalent No. 2 cans). The average price of tomato juice in March remained about the same, but household purchases increased slightly to 1,754,000 cases (equivalent No. 2 cans). During March householders paid an average price of 38.4 cents per 46-ounce can for orange juice, 37.9 cents for pineapple juice, and 26.1 cents for tomato juice.

Household consumers paid about 3 cents more per dozen for oranges in March 1950 than in February, while purchases were approximately unchanged. The average price paid for California oranges was down slightly. The price of Florida oranges increased 3.4 cents per dozen to 44.5 cents.

The average price paid for grapefruit in March was 10 percent higher than in February; purchases for household use decreased about 16 percent. The average price paid for lemons in March was about 4 cents per dozen lower than the February level, while purchases were up almost 20 percent. Household purchases of tangerines reflected the seasonal decline in supply, dropping from 7,796,000 dozens in February to 2,730,000 dozens in March.

Household consumers bought nearly 6 percent less dried fruit in March 1950 than in February. Prices of all the dried fruits changed very little, while the percentage of families buying dried fruit decreased from 33.8 in February to 31.9 in March. Dried prune purchases of 5,952 tons were about the same as in February. Raisin purchases dropped to 3,988 tons in March -- 447 tons below the February level.

Householders purchased 408,000 cases (equivalent No. 2 cans) of prune juice in March, as compared with 393,000 cases in February. The percentage of families buying decreased slightly.

FROZEN CONCENTRATED JUICES

Household consumers in March 1950 paid an average of 1.3 cents more per 6-ounce can for frozen concentrated orange juice than they did in February. The proportion of families buying in March and the total household purchases were virtually unchanged from the February levels.

March was the third consecutive month in which the average price has increased, following the downward price movement from August through December 1949 (fig. 4). Household consumers paid an average price of 27.7 cents per 6-ounce can in March, only slightly below the August 1949 high of 28.0 cents per can.

Household purchases of frozen concentrated orange juice totaled 1,098,000 gallons in March 1950, a very small gain over February. Despite the 4 cent per can rise in average price from December 1949 to March, purchases during that period increased steadily from 1,024,000 gallons to 1,098,000 gallons (fig. 2). The proportion of families buying the product in March was 13.7 percent, a slight increase over February (fig. 1). The average size of individual purchases was practically unchanged from the preceding month.

Purchases of frozen grape juice increased from 65,000 gallons in February to 84,000 gallons in March, and purchases of other concentrated juices increased from 45,000 gallons to 69,000 gallons during the same period. Household purchases of all frozen concentrated juices increased from 1,199,000 gallons in February to 1,251,000 gallons in March, a gain of 4 percent.

CANNED JUICES

During March 1950, total purchases of canned single strength citrus juices for household use were down 124,000 cases (equivalent No. 2 cans) from the February levels. Canned orange juice purchases decreased 152,000 cases in March, continuing the decline that began in January. Canned grapefruit juice purchases dropped 42,000 cases. Tangerine juice purchases increased markedly from 92,000 cases in February to 151,000 cases (equivalent No. 2 cans) in March. Household purchases of canned blended orange and grapefruit juice increased moderately in March, while purchases of canned lemon juice declined slightly (fig. 3).

Household purchases of tomato juice continued to increase, showing a gain of 62,000 cases over February. For the first month since November, household consumers bought more canned tomato juice than canned orange juice. Purchases of pineapple juice increased sharply from 919,000 cases in February to 1,027,000 cases in March.

Household consumers paid higher prices in March for all citrus juices, except tangerine juice. Prices of the other canned juices showed little change from February (fig. 5).

The percentage of families buying canned orange juice and canned grapefruit juice decreased slightly in March. The other citrus juices showed slight gains. Pineapple juice registered the greatest change of all the juices in percentage of families buying, rising from 14.5 percent in February to 16.0 percent in March. Other canned juices showed little change.

Household consumer purchases of the canned single strength citrus juices were 39 percent below the level of a year ago — 2,820,000 cases (equivalent No. 2 cans) in March 1950 compared with 4,623,000 cases in March 1949. Average prices of all canned citrus juices in March 1950 were considerably above those in March 1949. During this period canned orange juice prices increased over 35 percent and canned grapefruit prices approximately 75 percent.

Household purchases of pineapple juice during 1950 have been well above 1949 levels. Purchases during March of 1,027,000 cases (equivalent No. 2 cans) were the highest reached during the 15 months for which these data are available. This was the first time during this period that pineapple juice purchases have exceeded the million case level. The average price paid has remained fairly steady, but the March 1950 price was the lowest yet reported during the 15-month period (fig. 5).

Prices of both canned orange juice and canned grapefruit juice increased about 2 cents per 46-ounce can in March. Purchases of canned orange juice dropped sharply from 1,722,000 cases (equivalent No. 2 cans) in February to 1,570,000 cases in March. Canned grapefruit juice purchases decreased from 765,000 cases in February 1950 to a March 1950 level of 723,000 cases. The percentage of families buying each of these juices decreased slightly in March.

Despite an increase of 2 cents per 46-ounce can in the price of blended juice, total purchases by householders increased 14,000 cases, to 490,000 cases during March. Percentage of all families buying blended juice increased from 6.5 in February to 6.9 in March.

Household purchases of tangerine juice increased 38 percent in March, while the average price paid decreased slightly.

Tomato juice purchases for household use rose from 1,692,000 cases in February to 1,754,000 cases in March, while the average price paid by consumers increased very slightly (fig. 3). The percentage of families buying increased from 21.3 in February to 21.7 in March.

Purchases of apple juice increased about 10 percent during March, reaching 332,000 cases (equivalent No. 2 cans). The price decreased slightly during March. Grape juice purchases increased from 165,000 cases (equivalent No. 2 cans) in February to 188,000 cases in March, while the price increased slightly.

FRESH CITRUS FRUIT

Household consumers paid about 3 cents more per dozen for oranges in March 1950 than they did in February, while volume of purchases was approximately unchanged. During March an increase of 10 percent in the average price of grapefruit was accompanied by a decrease of about 16 percent in household purchases. Average prices paid for lemons decreased about 4 cents per dozen in March, while householders bought about 20 percent more lemons than in February. Late season tangerine purchases by household consumers dropped from nearly 7,800,000 dozens in February to about 2,700,000 dozens in March and prices increased slightly.

Householders paid an average of 49 cents per dozen for California oranges in March, or about the same as in the previous month. Average prices for Florida oranges increased 3.4 cents in March to 44.5 cents per dozen (fig. 6).

The percentage of families buying California oranges increased from 21.1 in February to 25.6 in March, while the percentage of families buying Florida oranges increased from 22.0 to 23.5.

Compared with a year ago, household purchases of California oranges in March were up 15 percent; prices were up 34 percent from the March 1949 level of 36.5 cents per dozen. Purchases of Florida oranges, on the other hand, were one-third below the level of a year ago, while prices paid were 16 percent higher than the March 1949 price of 38.3 cents per dozen.

Household purchases of grapefruit in March 1950 totaled 8,614,000 dozens, a drop of about 1,700,000 dozens from the preceding month. The average price increased 10 cents to \$1.06 per dozen in March (fig. 6). Percentage of families buying dropped from 32.2 in February to 29.4 in March. Compared with a year earlier, grapefruit prices in March 1950 were up 23 percent and household purchases were down 18 percent.

Following the sharp drop of 13 cents per dozen in February, lemon prices declined another 3.7 cents to 44.4 cents per dozen in March (fig. 6). At the same time, household purchases increased from a February volume of 6,118,000 dozens to 7,258,000 dozens in March. The percentage of families buying lemons was slightly greater than in February.

As the tangerine season came to a close, volume of household purchases dropped from 7,796,000 dozens in February to 2,730,000 dozens in March. At the same time, prices paid increased 2 cents to 30.4 cents per dozen and the percentage of families buying dropped from 11 in February to 4.5 in March.

DRIED FRUIT

Household consumers bought nearly 6 percent less dried fruit in March 1950 than in February. Prices of all the dried fruits showed little change in March, while the percentage of families buying decreased.

Household consumers purchased a total of 13,500 tons of dried fruit in March, compared with 14,316 tons in February and 13,059 tons in January. Purchases in December 1949, the holiday peak, totaled 16,386 tons. Dried prune purchases in March were practically unchanged at 5,952 tons. Raisin purchases totaled 3,988 tons in March, approximately 447 tons below February (fig. 7).

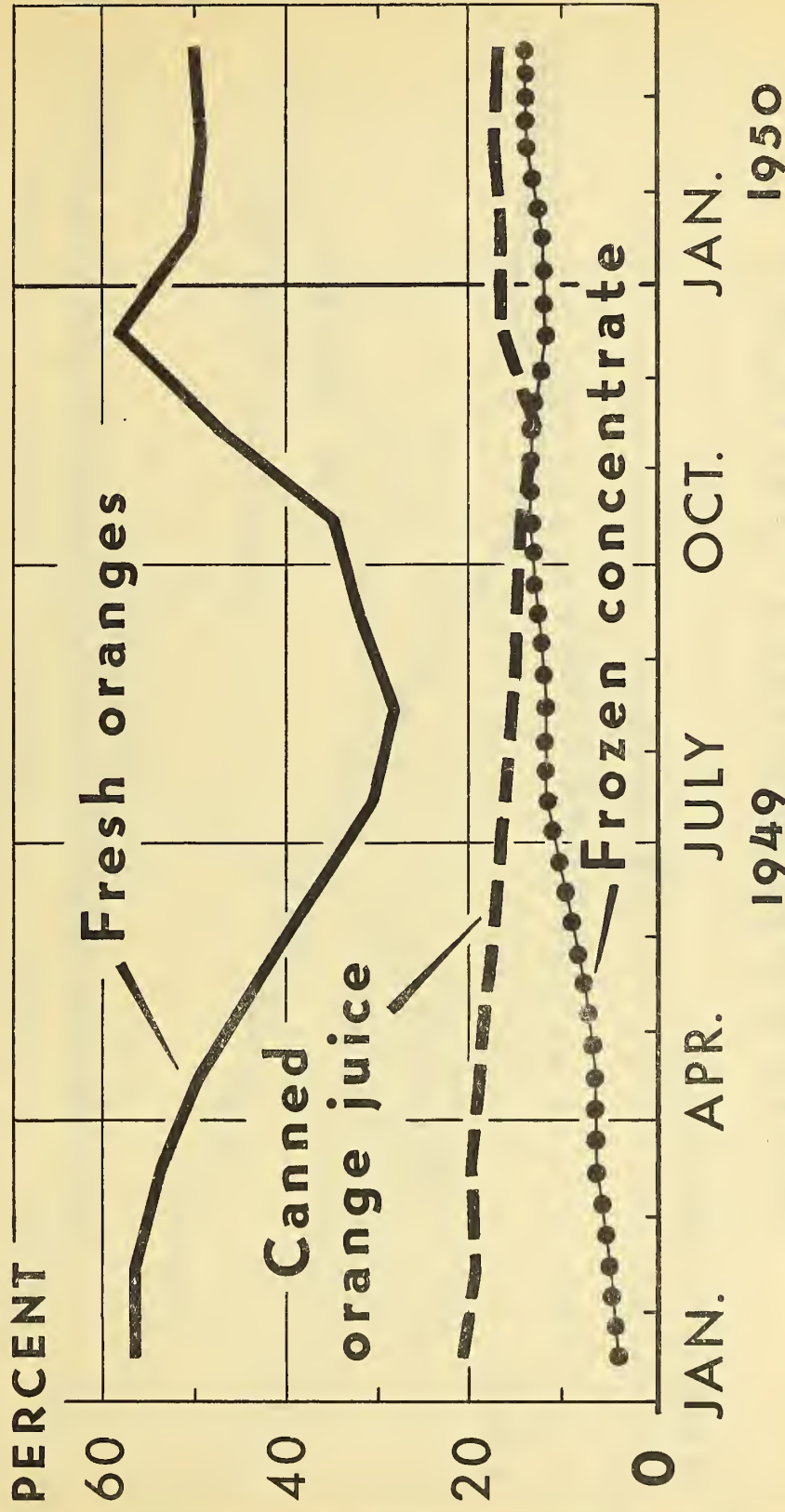
Purchases of dried peaches, apricots, figs, and dates decreased during March, while purchases of mixed dried fruits and dried apples increased.

Average prices paid by household consumers for dried fruits in March showed little change from February. Dried apricots advanced about 2 cents per pound, while dried pears decreased 1.4 cents and dried apples almost 1 cent. Prices of the other dried fruits showed virtually no change (fig. 7).

The percentage of families buying any dried fruit decreased from 33.8 in February to 31.9 in March. Raisins were purchased by 12.3 percent of the families in March, a drop of 1.5 percentage points. The percentage of families buying prunes dropped slightly in March, but still remained above 15. The percentage of families buying dates and apricots decreased, while percentages buying dried apples, mixed fruits, and peaches increased slightly.

Householders purchased 408,000 cases (equivalent No. 2 cans) of prune juice in March, as compared with 393,000 cases in February. The percentage of families buying decreased slightly -- from 7.1 in February to 6.8 in March. Prices continued the slow, upward movement, averaging 28.5 cents per quart bottle in March, compared with 28.4 cents in February and 28.1 cents in January.

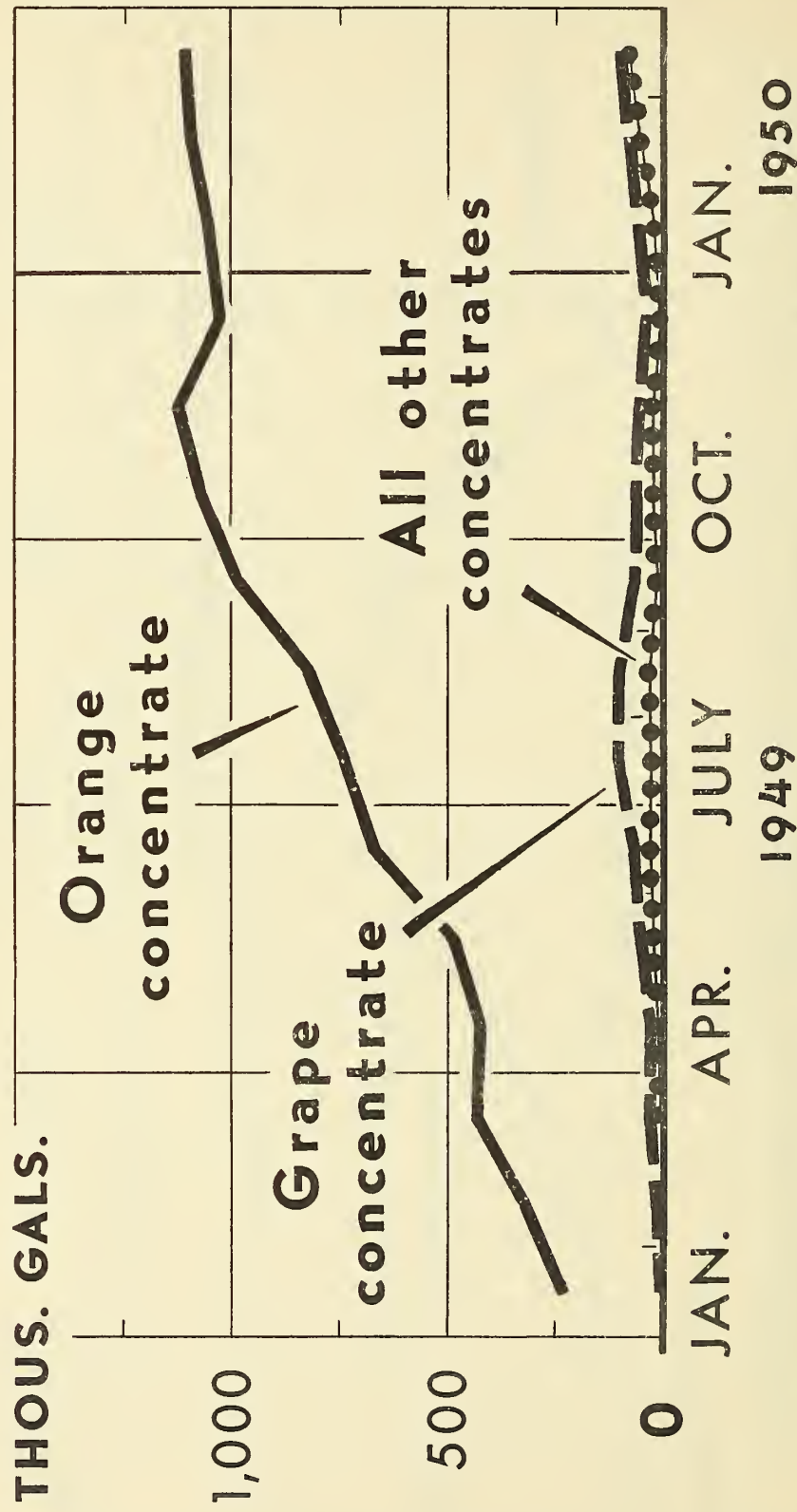
PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 1

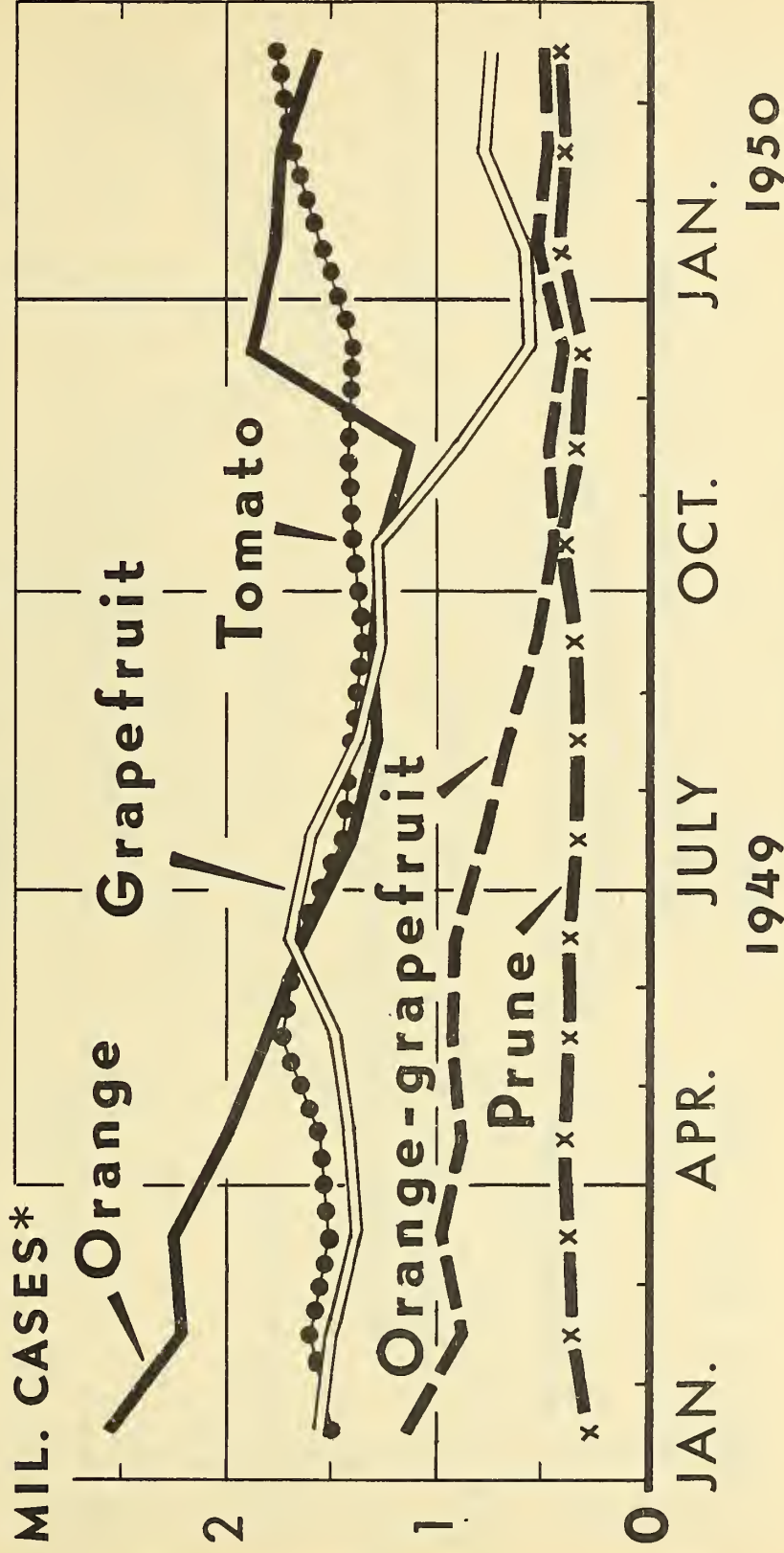
CONSUMER PURCHASES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

FIGURE 2

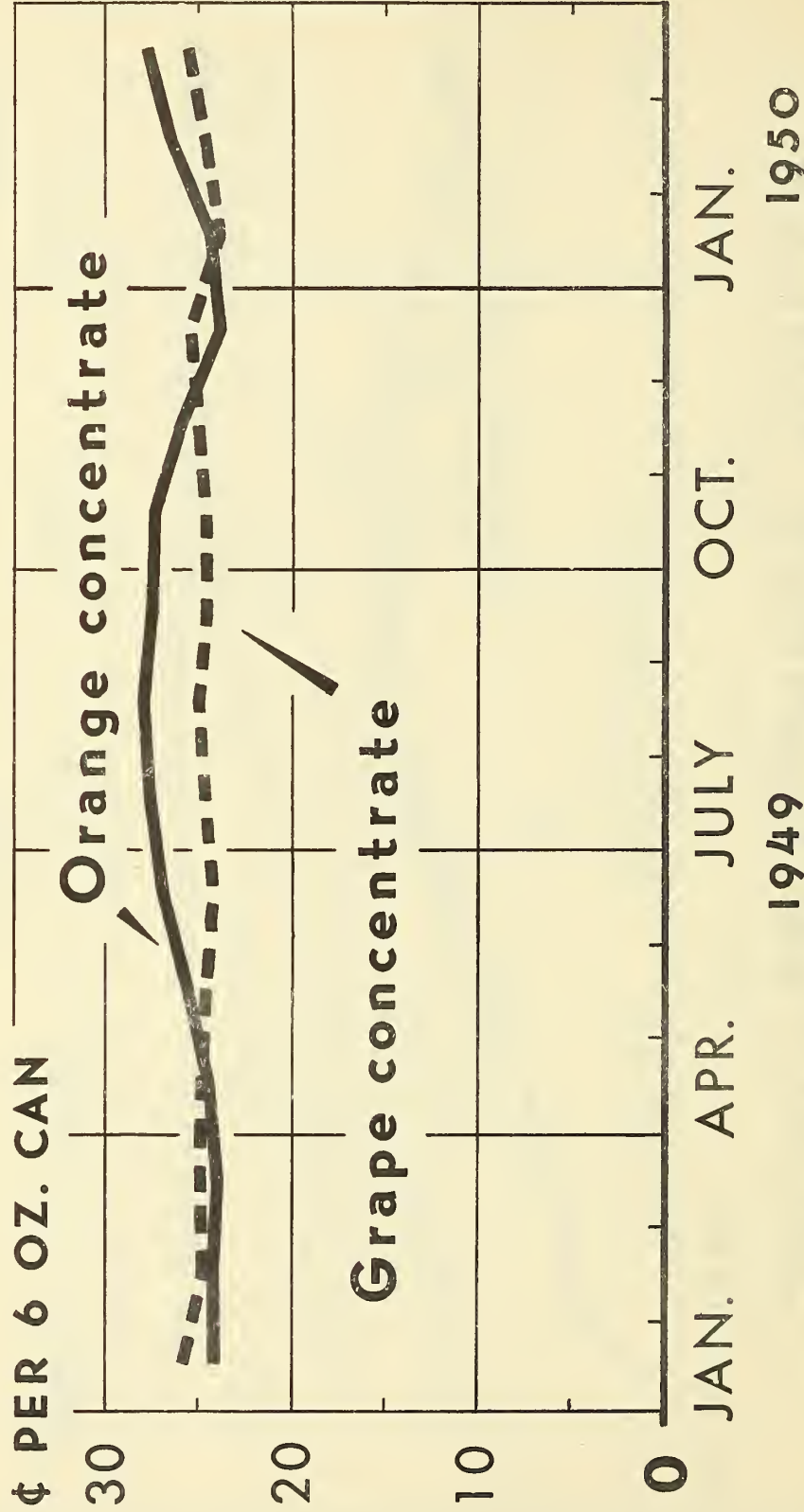
CONSUMER PURCHASES OF SELECTED CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*EQUIVALENT CASES OF 24 #2'S

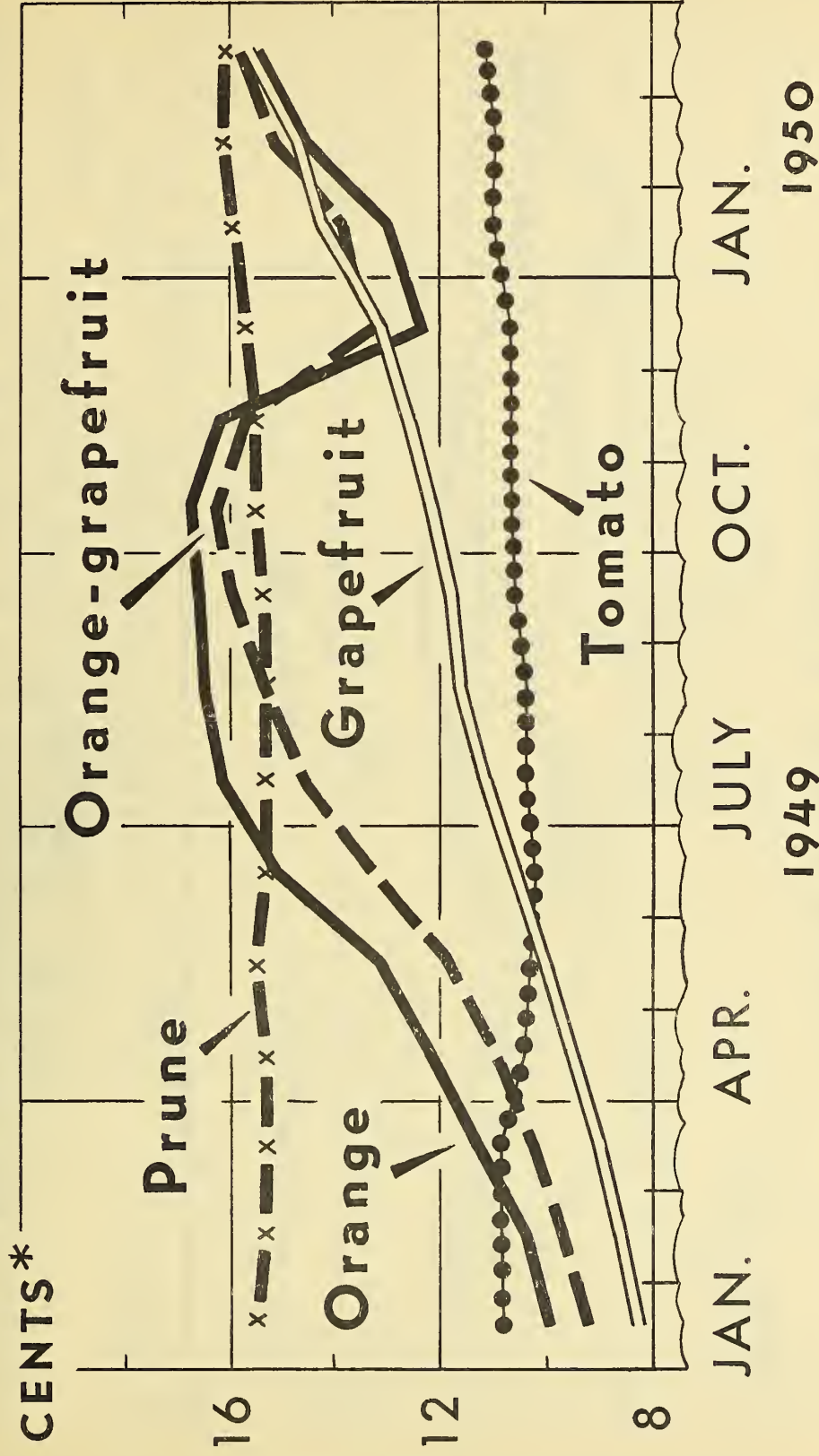
PRICES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

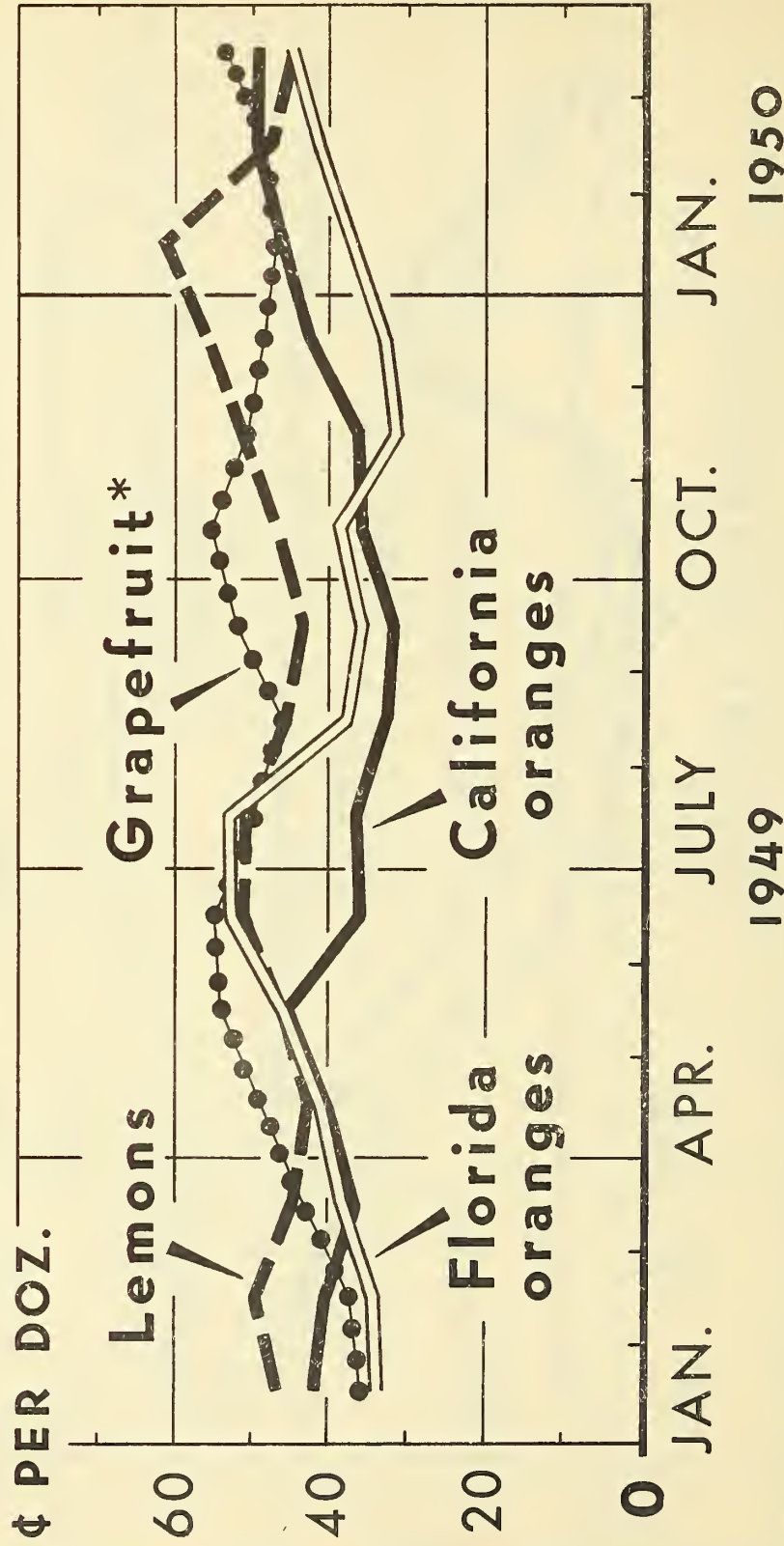
FIGURE 4

PRICES OF CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*CENTS PER EQUIVALENT #2 CAN

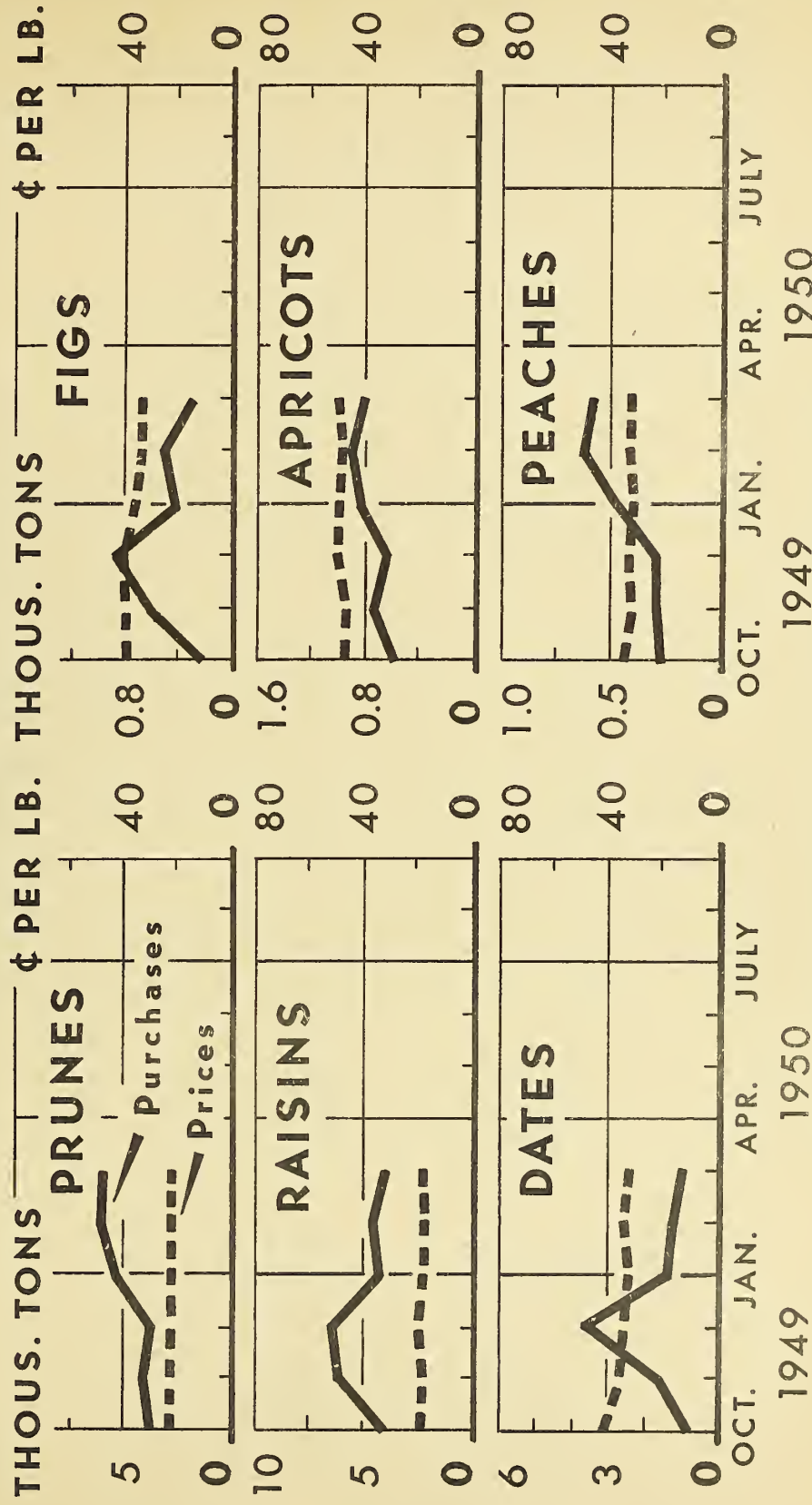
PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER 1/2 DOZEN

RETAIL PURCHASES AND PRICES, SIX DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

Table 1.--Frozen Concentrated Orange Juice and Canned Juices: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, March 1950, February 1950, and March 1949 ^{1/}

		Consumer Purchases	Percentage of Families Buying	Average Price Per 6 Oz. Can
Frozen Concentrated Orange Juice		<u>1,000 Gallons</u>	<u>Percent</u>	<u>Cents</u>
March	1950	1,098	13.7	27.7
February	1950	1,089	13.4	26.4
March	1949	437	6.5	23.7
		Consumer Purchases Cases of 24 #2's	Percentage of Families Buying	Average Price Per Equivalent #2 Can
Canned Juices		<u>1,000 Cases</u>	<u>Percent</u>	<u>Cents</u>
Orange				
March	1950	1,570	16.6	15.4
February	1950	1,722	17.2	14.5
March	1949	2,237	19.9	11.3
Grapefruit				
March	1950	723	9.6	15.6
February	1950	765	9.8	14.7
March	1949	1,376	13.9	9.0
Orange and Grapefruit Blend				
March	1950	490	6.9	15.8
February	1950	476	6.5	15.1
March	1949	974	10.8	10.3
Lemon				
March	1950	37	2.5	40.3
February	1950	40	2.4	38.3
March	1949	36	2.2	28.5
Tomato				
March	1950	1,754	21.7	11.1
February	1950	1,692	21.3	10.9
March	1949	1,519	19.5	10.8
Pineapple				
March	1950	1,027	16.0	15.4
February	1950	919	14.5	15.5
March	1949	685	12.6	16.6
Prune				
March	1950	408	6.8	16.1
February	1950	393	7.1	16.1
March	1949	352	6.1	15.3

^{1/} Each month represents a 4-week period

Table 2.--Fresh Citrus Fruits: U.S. Total Consumer Purchases, Percentage of Families Buying, and Average Prices, March 1950, February 1950, and March 1949 1/

		Consumer Purchases	Percentage of Families Buying	Average Pri Per Dozen
		<u>1,000 Dozens</u>	<u>Percent</u>	<u>Cents</u>
Oranges				
California				
March	1950	17,688	25.6	49.0
February	1950	14,560	21.1	49.4
March	1949	15,333	18.3	36.5
Florida				
March	1950	22,066	23.5	44.5
February	1950	22,629	22.0	41.1
March	1949	32,611	31.1	38.3
Total				
March	1950	49,689	50.0	46.2
February	1950	49,652	49.3	43.3
March	1949	58,971	53.8	37.6
Grapefruit				
March	1950	8,614	29.4	106.4
February	1950	10,296	32.2	96.3
March	1949	10,511	32.5	86.5
Lemons				
March	1950	7,258	24.9	44.4
February	1950	6,118	23.7	48.1
March	1949	6,469	23.1	44.7

1/ Each month represents a 4-week period

National Consumer Panel - Industrial Surveys Company

Table 3.--Dried Fruit: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, March 1950, February 1950, and January 1950 ^{1/}

		Consumer Purchases	Percentage of Families Buying	Average Price Per Pound
		1,000 Pounds	Percent	Cents
Apples				
March	1950	462	1.3	36.4
February	1950	405	1.2	37.5
January	1950	385	1.0	33.6
Apricots				
March	1950	1,612	4.0	50.1
February	1950	1,820	4.3	48.3
January	1950	1,727	4.3	49.1
Dates				
March	1950	1,892	3.9	32.1
February	1950	2,350	5.1	33.5
January	1950	2,451	5.3	32.8
Figs				
March	1950	702	1.5	33.7
February	1950	985	1.7	33.9
January	1950	878	1.7	35.4
Mixed Fruit				
March	1950	1,039	1.9	31.5
February	1950	828	1.5	31.4
January	1950	645	1.1	30.0
Peaches				
March	1950	1,163	2.5	32.5
February	1950	1,234	2.4	33.4
January	1950	968	2.0	31.5
Pears				
March	1950	96	.2	36.0
February	1950	75	.2	37.4
January	1950	48	.1	33.8
Prunes				
March	1950	11,904	15.1	22.8
February	1950	11,960	15.6	22.6
January	1950	10,443	13.8	22.7
Raisins				
March	1950	7,977	12.3	18.8
February	1950	8,870	13.8	18.6
January	1950	8,471	13.1	18.7
Total ^{2/}				
March	1950	26,999	31.9	25.2
February	1950	28,632	33.8	25.3
January	1950	26,117	31.7	25.2

^{1/} Each month represents a 4-week period.

^{2/} Total includes dried currants for which complete data are not available

Table 4.--Canned Juices and Frozen Concentrated Juices: U.S. Total Consumer Purchases and Average Prices, March 1950 (4-week Period)

Commodity	Purchases			Average Prices		
	:			:		
	Percentage of All Families Buying :	Total All : Families :	Per 1,000 : Cases 1/ :	Size of Aver- : age Purchase :	Per Actual : Unit :	Per Equivalent : No. 2 Can :
	Percent	1,000	Cases 1/	Ounces	Size Cents	Cents
Canned Juices						
Orange	16.6	1,570	10.67	57.16	46oz. 38.4	15.4
Grapefruit	9.6	723	4.92	50.48	46oz. 38.5	15.6
Orange and Gpft. Blend	6.9	490	3.33	53.76	46 oz. 39.9	15.8
Tangerine	2.2	151	1.03	53.52	46 oz. 32.3	13.3
Lemon						
Apple	2.5	37	.25	13.49	5½-6oz. 13.3	40.3
Grape	4.6	332	2.25	46.42	32 oz. 20.5	10.9
Pineapple	4.8	188	1.28	30.44	32 oz. 41.5	24.4
	16.0	1,027	6.98	44.38	46 oz. 37.9	15.4
Prune						
Tomato	6.8	408	2.78	35.90	32 oz. 28.5	16.1
Vegetable Combination	21.7	1,754	11.92	50.98	46 oz. 26.1	11.1
Other Juices	3.9	202	1.37	41.10	46 oz. 35.3	14.9
	2/	365	2.48	35.81	46 oz. 38.4	15.9
Total	52.8	7,247	49.26	47.11		14.6
Frozen Concentrated Juices						
	Percent	1,000 Gallons	Gallons	Ounces	Size Cents	
Orange	13.7	1,098	7.46	11.52	6 oz. 27.7	
Grape	1.9	84	.57	8.34	6 oz. 25.6	
Other Concentrates	2/	69	.47	8.99	6 oz. 22.2	
Total	14.6	1,251	8.50	11.06		

1/ Equivalent Cases of No. 2 Cans, 432 Ounces per Case
 2/ Information Not Available

Table 5.---Fresh Citrus Fruit: U.S. Total Consumer Purchases and Average Prices, March 1950 (4-Week Period)

Commodity	Purchases				Average Price Per Dozen
	Percentage of :		Total :		
	All Families Buying:		All Families :		
	Percent	1,000 Dozens	Dozens	Units	Cents
Oranges					
California	25.6	17,688.2	120.3	10.8	49.0
Florida	23.5	22,066.1	150.0	12.5	44.5
Unidentified	15.4	9,934.3	67.5	11.1	45.0
Total	50.0	49,688.6	337.8	11.6	46.2
Grapefruit	29.4	8,614.0	58.5	4.0	106.4
Tangerines	4.5	2,729.9	18.6	11.4	30.4
Lemons	24.9	7,258.5	49.3	5.4	44.4
Limes	1/	4.1 1/	1/	5.0 1/	45.2 1/
Total	63.8	68,295.1	464.2	8.5	53.0

1/ Too Few Purchases Represented to Permit Significant Analysis

National Consumer Panel of Industrial Surveys Company

Table 6.--Dried Fruit: U.S. Total Consumer Purchases and Average Prices, March 1950 (4-Week Period)

Commodity	Purchases				Average Price Per Pound
	Percentage of :	Total :	Per :	Size of :	
	All Families Buying:	All Families :	1,000 Capita:	Average Purchase :	
	Percent	1,000 Pounds	Pounds	Ounces	Cents
Apples	1.3	462	3.14	12.33	36.4
Apricots	4.0	1,612	10.96	14.04	50.1
Dates	3.9	1,892	12.86	14.67	32.1
Figs	1.5	702	4.77	13.93	33.7
Mixed Dried Fruits	1.9	1,039	7.06	18.19	31.5
Peaches	2.5	1,163	7.91	14.79	32.5
Pears	.2	96	.65	15.60	36.0
Prunes	15.1	11,904	80.91	23.63	22.8
Raisins	12.3	7,977	54.22	20.98	18.8
Currants	.4	152	1.04	15.50	23.9
Total	31.9	26,999	183.52	19.74	25.2

National Consumer Panel of Industrial Surveys Company